

Automotive News

October 13, 1986

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Audi chief to leave post; VW denies big shake-up

By John A. Russell
AUTOMOTIVE NEWS STAFF REPORTER

Peter Fischer, the vice president in charge of troubled Audi of America, soon will be assigned to another position in the Volkswagen organization. VW officials deny the change is part of a broader shake-up.

No replacement has been named for Fischer, who has been in charge of Audi for 4½ years.



Fischer

Thomas McDonald, spokesman for Volkswagen of America, the parent company, said the reassignment is part of a mutual agreement between Fischer and VW of America President Noel Phillips and does not reflect on Fischer's work or on Audi's problems, including the controversy earlier this year over sudden "unintended" acceleration.

However, one major Audi dealer, Norman Braman of Florida, said Fischer was being made the scapegoat for the problems.

McDonald had nothing but praise for Fischer and said it was under Fischer that Audi reached its highest sales of over 74,000 in 1985.

No successor has been named for Fischer and the search could take from two weeks to three months, according to McDonald. Until then, Fischer will continue in his position.

Fischer confirmed the reassignment and that it was mutually agreed upon. He had no further comment on the change.

Early in the week, rumors were rampant about the shift, which Audi announced only to its dealers.

One scenario proposed by various sources was that James Fuller, vice president in charge of Volkswagen United States, would move up to a vice presidential position in charge of both VW and Audi.

The same theory suggested Richard Marcy, now in charge of marketing for VW U.S., would move to head Audi, while Bruno Robess, head of VW Canada, would be placed in charge of VW U.S. Fischer would head up the Canadian operation.

McDonald said that Phillips is not considering any such moves. He also said Fischer's reassignment was not related to Audi's problems.

The Fischer reassignment is part of a troubled year for Audi. The company is facing a decline in sales

see AUDI, page 42



Carmen Rodriguez is one of about 140 employees of Mexican Industries in Michigan Inc., which supplies cloth parts to Ford, VW and GM.

Ford widens program for minority suppliers

By Dave Zola
AUTOMOTIVE NEWS STAFF REPORTER

Ford Motor Co. says it is getting serious about attracting minority-owned suppliers — a good news/bad news development for such firms.

For those that qualify, Ford will offer financial, technical and administrative assistance. But firms that refuse to grow with the program no longer will have Ford in their futures.

Ford isn't alone in broadening its program. General Motors and Chrysler also are increasing purchases from minority-owned businesses.

"Our goal is to establish a minority firm's viability," said Gary White, manager of Ford's minority

supplier development program. "We don't just want to source parts with them; we want to make them profitable as well."

"We're finding that it doesn't cost any more to do that," White said. "If we help them become competent and efficient through technical assistance and we make sure quality is there, then it doesn't cost any more to do business with them than any other supplier."

But that doesn't mean every minority supplier will be able to cut it.

"There is a down side," White said. "As a result of this new approach, some guys that have been hanging on won't be able to any longer."

see MINORITIES, page 40

Stockpiles decline; most incentives end but return expected

By Edward Lapham, Michelle Krebs and Laura Clark
AUTOMOTIVE NEWS STAFF REPORTERS

The lowest-ever round of annual-percentage-rate finance incentives has proved to be an unqualified success in clearing out stocks of 1986 models and reducing domestic new-car inventories to an industry-wide 35-days' supply.

But even as the automakers were declaring victory and swearing off the incentives — General Motors' Chairman Roger Smith hinted that the giant would cut production instead — there was speculation that sales stimuli would return by mid-November, triggered in part by price increases for 1987 models.

In fact, some analysts believe the long string of incentives — stretching back nearly two years — may have changed the nature of automobile retailing to resemble the home entertainment and appliance industries, where sales and price selling are the rule.

"A good headline might be: 'Is GM going to Crazy Eddie's?'" said Thomas F. O'Grady, Integrated Automotive Resources auto analyst. O'Grady said he expects the automaker "to wait as long as possible" before going back to incentives, "like mid-November, when sales plummet."

He also said that GM could have taken a lesson from "other businesses that do sales" and used a 5.9 APR on a limited number of models, including slow sellers that needed to be cleared and hot sellers that build showroom traffic.

"The incentives were a success, but they were caused by a mistake," O'Grady said. "Five-nines should have been good enough."

Arthur G. Davis, of Prescott, Ball & Turben, agreed that the incentives "were too good, in retro-

spect."

Davis said "60 to 65 percent of the buying was done at 4.9" APR. He said that means the automakers, led by GM, went too low.

Ford Motor Co. and GM ended their programs at midweek. GM had no figure on the percent of car and truck buyers that preferred the low finance rates to rebates in its program, which ran from Aug. 28 to Oct. 8. Ford said about 65 percent of buyers in its program, which ran from Aug. 29 to Oct. 8, preferred the low rates. Chrysler estimated that about 70 percent of its buyers preferred the lower rates; its program started Aug. 29 and was scheduled to end over the weekend.

AMC said that only 30 percent of its buyers had opted for its zero percent 24-month loans.

Davis said the latest round of incentives proved that there is real interest in a "deal."

"It was a big, big plus for the industry," Davis said. However, he

see INCENTIVES, page 41

GM wants Japan to cut shipments

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

General Motors has reversed its stand and is calling on the Japanese to reduce the number of vehicles they ship to the United States when the voluntary restraints expire March 31, 1987.

The current limit is 2.3 million cars a year. GM Chairman Roger B. Smith would not say what he felt the level should be.

Smith said that if the Japanese are really sincere in wanting to help the United States reduce its trade deficit with Japan, they must reduce their auto exports to this country.

Smith noted that with the yen appreciating against the U.S. dollar and Japanese automakers increasing prices to keep pace with the currency shift, the U.S. trade deficit with Japan is worsening. The Japanese are draw-

ing more dollars out of the United States on the same number of automobiles, he said.

Smith acknowledged that his remarks represent a change in position. In the past, GM has favored lifting restraints, in part because it wanted to increase its imports from Suzuki and Isuzu, its Japanese partners.

Smith said GM has changed its position because the Japanese have not lived up to their end of the bargain. Ideally, he said, GM favors free trade and fair trade.

"But what have we got?" he asked. "Free trade. We haven't got the fair trade. The Japanese haven't done anything to open up their borders."

Smith said GM favors voluntary restraints over protectionist legislation that might be passed by Congress.

"What would I rather have — voluntary

see SMITH, page 41



AUTOMOTIVE NEWS-JOE WILKENS

Brown bag and briefcase

John DeLorean walks into the federal courthouse in downtown Detroit last week as jury selection began for his trial on racketeering charges. Story on page 44.

Buick heads upscale to end Olds overlap

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

FLINT, Mich. — Edward H. Mertz, the new general manager of Buick Motor Division, said Buick will move further upscale and overlap less with Oldsmobile.

"Buick is an upscale division already," Mertz told Automotive News. "We feel that there definitely is room to move even more upscale."

Mertz was director of the Buick-Oldsmobile-Cadillac Group's Lansing product team before becoming Buick general manager and a GM vice president Aug. 1. His Mertz



appointment to Buick's top job was seen as a move to halt sliding sales and improve Buick's identity.

Mertz said Buick will move upwards in product design, features and content — not in every model, but in its top-of-the-line Riviera and Park Avenue, for example.

"Upscale doesn't necessarily mean super expensive," Mertz said. "Good-quality products come in a variety of prices, but upscale is even more than good quality. There's an intangible about something that's upscale — you know it

when you see it. It's distinguished, it's refined, it's very professionally put together and presented."

The Buick repositioning reinforces GM's traditional price ladder: Cadillac at the top, followed by Buick and then Oldsmobile. In recent years, GM has been criticized for having look-alike cars in the Cadillac, Buick and Oldsmobile lines.

Mertz said that until recently, Buick and Oldsmobile had worked separately to sort out their identities. Now they are working together to identify each division's strengths and which future markets are best served by one division or the other or both.

"That's a high priority of ours — to start to move apart instead of staying right on top of one another," Mertz said. "We'll never be completely separate, but we can both benefit from more separation than we have right now."

Mertz said the divisions' directions should be sorted out in the next six months.

He said moving upscale doesn't necessarily mean moving away from performance, a characteristic Buick has stressed in recent years with T-type models and the Buick Regal Grand National.

"Performance has been a strong point in Buick's heritage," Mertz

said, "and people who want upscale cars want performance of all kinds including good acceleration. We'll never be out to have the fastest cars on the road in every class."

Mertz said that, contrary to popular belief, Buick is not moving away from installing the newest technology in its vehicles. It will continue to be interested in innovations that reinforce Buick's strong points, including comfort, he said.

"New technology in ride aspects in cars would be very appropriate for Buick," he said. "Our use of new technology would be focused on our key image characteristics."

Mertz said he hesitates to say Buick is returning to its "traditional luxury" image.

"Traditional" is widely misunderstood, he said. "We're going to build off the heritage we have, what has made Buick strong — for instance, the ride aspects of cars."

At the lower end of the product spectrum, Buick is evaluating its entry-level offering.

"What is an entry-level car? We're talking about that right now," Mertz said. "Certainly, we're not going to offer a Sprint-type vehicle. Neither is Park Avenue going to be our lowest-level car. We're asking ourselves at what level

should Buick's entry level be."

Mertz said Buick's present entry-level line, the Skyhawk, will be around "for the foreseeable future." Dropping the Skyhawk has been considered since there is little brand loyalty at the low end and there is no guarantee that a Skyhawk buyer will trade up through Buick's line.

Mertz also said an all-wheel-drive model is a possibility for Buick. Lloyd Reuss, GM executive vice president in charge of North American car operations, said recently that GM will have a domestic four-wheel-drive car in about two years, but he didn't say which division or divisions will get it.

"I don't know if or where that fits yet," Mertz said. "That's one of the questions on the docket for the whole market-segmentation issue. I certainly wouldn't rule it out for Buick. It's a possibility."

Buick's re-evaluation of its product and marketing strategy is part of a corporate effort to define the role of each division and what products each should offer. The plan is to reduce the number of models GM offers and reduce the overlap of divisional products and markets.

"We're 20 percent along in getting that done," Mertz said. "The publicity has exceeded where we are actually in the process."

Stocks plunge to 35 days, lowest in 14 years

Arthur Flax and Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTERS

Incentives offered in September chopped stocks of new domestic cars to the lowest days-supply count in 14 years.

On Oct. 1, the supply was 35 days, a figure unmatched since Sept. 1, 1972, and unbeaten since Oct. 1, 1967, when the days' supply was 26.

As October opened, there were 1,291,280 new domestic cars in inventory at assembly plants and dealerships and in transit to dealerships. It was the lowest total since Oct. 1, 1985, when the count was 1,242,071.

Historically, stocks have dropped in autumn as manufacturers clear out inventories of the previous model year's autos.

Last year, domestic manufacturers offered 7.5 or 7.7 percent annual-percentage-rate financing to clear stocks. This year, the APR incentives were zero percent at American Motors, 2.4 percent at Chrysler Motors and 2.9 percent at Ford Motor Co. and General Motors.

The ideal days' supply is generally considered to be 50 days.

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The industry's 35-day supply on Oct. 1 was 25 days lower than on Sept. 1. On Oct. 1, 1985, it was 36 days.

AMC recorded the greatest reduction in inventory with a 53-day supply on Oct. 1, compared with 142 days on Sept. 1.

Ford had the lowest supply of the Big Three with a 34-day inventory on Oct. 1, compared with 57 days at the start of the previous month; Chrysler Motors had a 35-day supply, down from 62; and General Motors had a 36-day supply, down from 63.

Inventories show declines for imported cars, trucks

Inventories of imported cars, which had climbed to a 3½-year high of 41 days' supply at the beginning of September, dipped to a 36-day supply on Oct. 1.

The stockpile of imported light trucks also fell significantly.

October opened with 391,724 imported cars in stock — at U.S. docks, in transit to dealerships and in dealerships. The figure was well below the Sept. 1 inventory of 437,297 and was the lowest since May 1, when the count was 346,487.

On Oct. 1, 1985, imported-car stocks totaled 280,248.

Before quotas, the ideal import days' supply level was considered to be 65 days.

During September, financing incentives helped reduce the supply of Mercury, Mercedes and Chevrolet's captive imports, Isuzu Spectrum and Suzuki Sprint.

The 36-day supply on Oct. 1 compares to a Sept. 1 stock of 41 days. On Oct. 1, 1985, the figure was 29 days.

By country of origin, the stockpile was split this way on Oct. 1: Japan, 70.00 percent; Germany, 17.93 percent; and other countries, 12.07 percent.

The Japanese makes averaged a

Volkswagen's supply rose from 59 days on Sept. 1 to 64 days on Oct. 1. Nissan, which had virtually no cars in stock on Sept. 1, filled its pipeline with a 28-day supply on Oct. 1. Honda increased its stock to 11 days on Oct. 1, up from eight days on Sept. 1.

Companies shared the Oct. 1 inventory as follows: General Motors, 57.28 percent; Ford Motor Co., 23.19 percent; Chrysler Motors, 15.31 percent; American Motors, 1.80 percent; Volkswagen, 1.22 percent; Honda, 0.76 percent; and Nissan, 0.44 percent.

34-day supply on Oct. 1. Breakdown by make and days: Isuzu, 96; Mitsubishi, 76; Chrysler captives, 56; Subaru, 47; Chevrolet captives, 41; Nissan, 40; Mazda, 32; Acura, 24; Toyota, 21; and Honda, 9.

The average for German makes was 52 days: Audi, 86; Mercedes, 58; BMW, 57; Volkswagen, 57; Porsche, 32; Mercedes-Benz, 27.

The average for cars from other countries was 32 days: Peugeot, 79; Yugo, 32; Alfa Romeo, 31; Volvo, 29; Saab, 27; Jaguar, 23; and Renault 21. The Hyundai figure was not available.

The Oct. 1 light-truck stockpile of 177,415 units was significantly below the 209,059 units on hand at the beginning of September. The latest figure is equivalent to a 46-day supply, down from 75 days a month earlier. On Oct. 1, a year ago, there was a 26-day supply of trucks, or 84,957 units.

Combining imported cars and trucks, there were 569,139 imports in the United States on Oct. 1, a 39-day supply. The stockpile was well below the Sept. 1 count of 646,356 units (48 days), but considerably above the Oct. 1, 1985 count of 365,205 (29 days).

DOMESTIC DAYS' SUPPLIES

	Oct. 1, 1986	Sept. 1, 1986	Oct. 1, 1985
Alliance	58	159	77
Encore	48	106	95
Total Renault	54	141	83
Eagle	38	149	66
Total AMC	38	149	66
AMERICAN MOTORS	53	142	81
Horizon	30	27	38
Sundance	56	66	0
Turismo	30	68	42
Reliant	43	66	49
Caravelle	30	88	70
Plymouth	40	63	58
Total Plymouth	37	53	47
Laser	53	122	36
LeBaron K	21	55	47
LeBaron GTS	57	79	65
Fifth Avenue	35	61	30
New Yorker	32	64	75
Total Chrysler	33	66	45
Omni	32	30	40
Shadow	90	56	0
Charger	27	67	38
Daytona	32	77	32
Aries	41	68	53
Lancer	42	92	62
Diplomat	40	63	67
Dodge 600	30	61	64
Total Dodge	36	62	50
CHRYSLER MOTORS	35	62	47
EXP	0	0	25
Escort	24	47	21
Mustang	28	38	50
Tempo	34	63	14
Taurus	62	75	0
Thunderbird	21	70	32
LTD	0	48	34
Crown Victoria	59	59	27
Total Ford Division	34	57	26
Lynx	27	61	24
Topaz	45	61	18
Sable	49	64	0
Cougar XLT-7	12	52	27
Capti	28	63	47
Marquis	0	50	47
Grand Marquis	42	44	20
Total Mercury	31	55	27
Continental	40	72	37
Lincoln	38	62	23
Mark VII	56	80	32
Total Lincoln	42	65	26
Total L-M Division	34	57	27
FORD MOTOR CO.	34	57	26
Skyhawk	44	90	61
Skyark	0	0	35
Somerset Regal	47	77	93
Century	35	67	29
Regal	51	101	34
LeSabre	72	77	35
Electra	54	67	43
Riviera	39	78	65
Total Buick	48	76	42
Cimarron	29	64	20
Seville	38	119	76
Cadillac	33	66	34
Eldorado	27	83	92
Total Cadillac	33	72	42
Chevette	63	95	27
Nova	15	47	31
Cavalier	40	64	34
Citation	0	0	20
Camaro	50	69	35
Celebrity	27	42	28
Monte Carlo	38	65	76
Chevrolet	50	76	40
Corvette	62	93	113
Total Chevrolet	35	60	36
Firenza	40	84	92
Calais	34	41	47
Cutlass Ciera	23	47	22
Cutlass Supreme	32	58	27
Olds 88	25	64	37
Olds 98	47	73	44
Toronado	34	129	58
Total Oldsmobile	28	58	34
Fiero	50	76	48
1000	51	106	40
Sunbird	57	79	32
Firebird	44	62	36
Grand Am	36	33	31
8000	21	50	26
Bonneville	0	0	32
Grand Prix	44	136	30
Parisienne	47	57	41
Total Pontiac	36	56	33
GENERAL MOTORS	36	63	37
VOLKSWAGEN	64	59	55
HONDA	11	8	5
NISSAN	28	0	15
DOMESTIC TOTAL	35	60	36

IMPORT DAYS' SUPPLIES

	Oct. 1, 1986	Sept. 1, 1986	Oct. 1, 1985
Spectrum	36	104	69
Sprint	58	54	240
Chevrolet	41	65	129
Chrysler Corp.	56	99	48
Acura	24	29	0
Honda	9	7	13
Isuzu	96	83	59
Mazda	32	47	15
Mitsubishi	76	60	20
Nissan	40	48	19
Subaru	47	52	19
Toyota	21	17	13
JAPAN	34	40	23
Audi	86	120	67
BMW	57	50	63
Mercedes-Benz	27	32	28
Mercury	58	96	45
Porsche	32	37	54
VW	57	55	43
GERMANY	52	57	49
Alfa Romeo	31	28	28
Hyundai	N/A	23	0
Jaguar	23	29	56
Peugeot	79	90	68
Renault	21	121	272
Saab	27	31	26
Volvo	29	39	59
Yugo	32	37	0
Other Countries	32	32	61
Total Import Cars	36	41	29
Isuzu	72	101	43
Mazda	26	50	9
Mitsubishi	98	46	43
Nissan	55	144	25
Suzuki	21	33	0
Toyota	35	52	24
Chrysler	73	136	38
Total Import Trucks	46	75	26
Total Imp. Vehicles	39	48	29

*Includes domestic trucks

**Estimated

	Oct. 1, 1986	Sept. 1, 1986	Oct. 1, 1985
Subcompact	29	51	33
Compact	36	64	35
Intermediate	32	59	36
Standard	42	65	34
Luxury	39	71	42

RECREATION ON WHEELS/TRUCK INDUSTRY



Luxury 4wd van from Contempo

Contempo Vans of Sun Valley, Calif., and Pathfinder Equipment, of City of Industry, Calif., developed this four-wheel-drive van, designed to transport up to 14 people. The 4wd conversions, available through new-car dealers on full-sized Ford, Chevrolet and GMC vans, feature luxury interiors, heavy sound insulation, air conditioning and other amenities.

3 RV firms eye growth in van conversion field

By Joseph Bohm
AUTOMOTIVE NEWS STAFF REPORTER

SOUTH BEND, Ind. — Winnebago Industries and Coachmen Industries are eyeing expansion of their van conversion business, while Pathfinder Equipment has expanded its availability of four-wheel-drive van conversions and packages.

Winnebago, of Forest City, Iowa, is considering a licensing agreement or opening another plant, according to Fred Emmert, marketing vice president.

"By nature of where we're located, in the middle of an agricultural community, we've gone about as far as we can go in the Midwest," Emmert said.

He said the customized van business is regional because of transportation costs and the number of good, high-quality converters.

"Many are small and regional," he said. "They don't have the marketing organization that we do. We've looked at the possibility of providing a converter with the materials. They do the conversion, and we market it under the Winnebago name."

Coachmen Industries, of Middlebury, Ind., bought its manufacturing complex in Longview, Texas, with the idea of eventually expanding its van camper and van conversion operations, said Robert M. Wasieko, executive vice presi-

dent of Coachmen Industries and president of Coachmen RV Co.

Coachman Vans, along with its other van customizing company, Consolidated Leisure Industries, sold about 2,000 conversions in the 1986 model year, the same as in 1985.

Meanwhile, Pathfinder Equipment Co., of City of Industry, Calif., has expanded operations to include what Vice President and General Manager Dick Long describes as "the most complete van conversion package in the industry."

Pathfinder is a long-time maker of 4wd conversions for vans. Its latest conversion package includes luxurious interiors — everything from full reclining seats to hand-rubbed solid oak accents — and custom exterior options such as luggage racks and panoramic windows.

Dealers can order conversion packages with or without the 4wd feature. And they can order the 4wd conversion without the interior-exterior package.

In addition to conversions for standard-sized vans, Pathfinder has begun offering 4wd conversions and custom interior-exterior packages for various minivan models.

All conversions are engineered and produced at its plant in Warren, Ohio.

Sony offering RV video products

SOUTH BEND, Ind. — Sony Corp. of America is offering various video products designed for the RV market. The products were displayed at the recent South Bend RV Show.

Doug Wilsterman, national OEM sales manager for Sony Special Markets, said that Sony has doubled its business each year since it entered the RV market in January 1984.

Sony recently established a national network of 10 distributors to handle RV sales and service.

William Hutton was hired as national sales manager for AES special markets. He handles sales and marketing for the RV market and Sony's original-equipment business. Hutton formerly was field sales manager for Midland International Corp.

The company also hired Mark Weir, a systems application engi-

neer, to work with RV manufacturers in designing sound and video systems.

Video equipment makes recreational vehicles more saleable, Wilsterman said, but vans, motor homes and other RVs have trouble with TV reception while on the road.

Sony's AND-500 Mobile TV Diversity reception unit solves the problem by installing up to three antennas in the vehicle, he said.

As the vehicle moves, a micro-processor automatically switches to the antenna with the best signal. The switching is rapid enough to avoid interfering with sound or picture.

Sony, a first-time exhibitor at the South Bend show, also displayed a mobile 8-mm video playback deck and a Trinitron video monitor.

New records set for truck sales

By Joseph Bohm
AUTOMOTIVE NEWS STAFF REPORTER

Truck manufacturers sold over a half-million units in September and nearly 4.6 million light-duty models in the 1986 model year, setting new records for both periods.

Domestic truck sales of 516,190 set a new September high, topping previous record by 30.6 percent.

The total included 494,348 Class 1-3 light duty sales, up from 371,494 a year earlier.

Medium-duty Class 4-6 sales of 4,357 were off from 5,634 a year earlier, according to the Motor Vehicle Manufacturers Association.

They included 589 Class 5 sales, off from 990 a year ago, and 3,768 Class 6 sales, off from 4,644. There were no reported Class 4 sales.

The September tally also saw 17,485 heavy-duty Class 7-8 sales, off from 18,012 in 1985. They included 8,204 Class 7 sales, down from 8,273 a year ago, and 9,281 Class 8 sales, down from 9,739.

For nine months of calendar 1986, the industry retailed a record 3,725,651 trucks, up from 3,557,537 in the same period of 1985.

The tally included 3,528,101 light duty sales, up from 3,345,424 in 1985. Also included were 37,869 medium-duty sales, down from 39,927 last year. In the medium segment, Class 5 sales of 4,048 were down from 4,356. Class 6 sales of

33,821 were down from 35,571 a year ago. There were no reported Class 4 sales.

Year-to-date, heavy-duty sales were 159,681, down from 172,186.

Within the heavy segment, Class 7 sales of 76,084 were up from 71,667. Class 8 sales of 83,597 were down from 100,519.

A number of manufacturers, including GMC, Jeep, Toyota, Mazda, Isuzu, Mitsubishi and Suzuki set model year records. Ford topped Chevrolet for industry leadership in light-duty and overall truck sales.

Both Ford and Chevrolet set a new model year record for light-duty truck sales, while both missed the overall truck sales records they established in the 1978 model year.

Ford's light-duty sales of 1,324,680 were a record, topping the previous high of 1,313,210 for 1978.

Ford retailed 1,381,243 trucks in the 1986 model year, second-highest behind 1,408,663 in 1978.

Chevrolet retailed a record 1,273,859 light-duty trucks in the 1986 model year, topping the previous high of 1,272,985 light-duties sold in 1978.

Its overall 1986 model truck sales of 1,294,345 was second-highest behind 1,317,467 in the 1978 model year.

GMC's sales, including light, medium and heavy trucks, set a model year record of 353,286, topping 1985's previous high of 347,153.

Its light-duty sales of 312,724 were also a record high over 306,679 last year.

MAJOR MANUFACTURERS BY SEGMENT

	September		Year-to-Date	
	1986	1985	1986	1985
Light-Duty	147,815	96,878	1,026,741	912,803
Medium-Duty	3,389	4,147	32,341	34,544
Heavy-Duty	815	1,246	9,457	11,758
Ford Total	152,019	102,271	1,068,539	959,105
Light-Duty	144,063	112,236	975,240	979,704
Medium-Duty	1,355	2,286	13,955	15,216
Chevrolet Total	145,418	114,522	989,195	994,920
Light-Duty	34,583	26,567	239,988	239,536
Medium-Duty	2,584	3,078	26,062	22,886
Heavy-Duty	615	618	5,623	8,293
GMC Total	37,767	30,263	271,673	270,717

MODEL YEAR SALES: LIGHT-DUTY TRUCKS

	1986	1985
Vans	175,103	186,333
Aerostar	133,628	7,457
Club Wagon	26,548	33,349
Ranger	284,316	232,298
Bronco	51,649	51,523
Bronco II	109,245	96,908
Pickups	544,191	581,767
Ford	1,324,880	1,189,638
Vans	140,118	150,190
Sportvan	17,051	20,521
Astro	139,041	79,179
S-10	215,201	203,234
S-10 Blazer	186,891	166,370
El Camino	23,767	20,233
Blazer	48,382	44,480
Suburban	62,848	56,479
Pickups	442,580	498,525
Chevrolet	1,273,859	1,239,211
Vans	71,975	84,145
Ram Wagon	41,028	40,051
Voyager	108,284	102,109
Caravan	114,332	108,417
Mini Ram Van	15,731	25,756
Ram 50	72,629	66,745
Raider	1,066	0
RamCharger	21,744	33,644
Dakota	4,535	0
Pickups	110,094	165,458
Chrysler	561,419	669,384
Vans	39,090	41,653
Safari	29,743	18,563
S-15	49,139	45,578
S-15 Jimmy	43,710	38,883
Jimmy	9,686	8,349
Caballero	2,795	2,503
Suburban	19,287	17,324
Pickups	114,115	125,560
P-Model	4,158	8,266
W-4	992	0
GMC	312,724	306,679
CJ	36,429	38,830
Wagoner	12,941	14,706
Cherokee	109,149	88,149
Grand Wagoner	17,060	17,436
Comanche	32,475	1,123
J10-J20	1,788	2,201
Jeep	209,842	152,447
Toyota	377,431	313,490
Nissan	220,273	261,628
Mazda	148,570	113,386
Isuzu	85,061	72,099
Mitsubishi	31,534	25,069
Suzuki	34,692	0
Imports**	887,861	786,674
Industry Total	4,599,384	4,282,015

*Chrysler total for 1985 includes 2,036 sales not shown for Rampage, which was discontinued.

**Import model year sales based on 12-month period Oct. 1-Sept. 30, corresponding to the time frame used by domestic manufacturers.

Light-Duty September, Year-to-Date Sales

	September		Year-to-Date	
	1986	1985	1986	1985
Vans	15,984	15,446	134,838	141,814
Aerostar	11,835	4,457	110,761	7,457
Club Wagon	1,555	2,275	19,695	24,722
Ranger	25,874	13,919	216,953	179,679
Bronco	5,997	4,277	37,277	37,908
Bronco II	14,418	6,878	78,232	73,921
Pickups	73,052	49,633	426,985	447,301
Ford	147,815	96,878	1,026,741	912,803
Vans	16,628	13,103	107,463	118,243
Sportvan	1,057	1,116	12,666	16,620
Astro	9,521	13,121	110,295	77,411
S-10	23,813	15,894	165,168	160,018
S-10 Blazer	20,691	13,222	129,043	129,366
El Camino	2,765	1,731	17,476	15,527
Blazer	5,715	3,498	33,592	33,526
Suburban	8,385	4,296	48,271	44,329
Pickups	55,508	46,253	351,244	384,702
Chevrolet	144,063	112,236	975,240	979,704
Vans	6,624	5,831	57,829	49,104
Ram Wagon	3,486	3,078	32,096	31,163
Voyager	7,885	7,591	82,068	80,276
Caravan	9,147	8,115	86,527	85,745
Mini Ram Van	1,083	1,689	11,376	18,430
Ram 50	7,286	7,635	55,322	53,010
Raider	978	0	1,066	0
RamCharger	2,616	1,378	19,371	25,952
Dakota	2,788	0	4,533	0
Pickups	13,941	15,770	80,953	131,433
Chrysler	56,828	51,389	430,141	475,113
Vans	4,694	3,604	30,328	31,834
Safari	1,897	3,518	23,197	18,346
S-15	4,934	3,320	38,024	35,838
S-15 Jimmy	4,966	3,132	31,180	29,717
Jimmy	1,359	642	7,035	6,443
Caballero	274	201	2,100	1,909
Suburban	2,429	1,258	14,960	13,561
Pickups	13,634	10,321	88,993	96,283
P-Model	267	571	3,283	5,607
W-4	114	0	912	0
GMC	34,583	26,567	239,988	239,536
Wrangler/CJ	2,934	2,338	25,990	28,618
Wagoner	1,663	969	8,208	9,369
Cherokee	12,856	8,877	75,985	66,690
Grand Wagoner	1,626	1,544	10,993	11,742
Comanche	4,176	1,123	24,041	1,123
J-10/J-20	142	114	1,275	1,467
Jeep	23,417	13,486	147,462	119,092
Toyota	32,286	21,288	292,508	245,005
Nissan	22,902	28,270	175,107	211,435
Mazda	18,430	11,292	118,438	85,332
Isuzu	8,623	7,767	65,350	58,438
Mitsubishi	2,687	2,363	23,882	18,967
Suzuki	3,709	0	32,246	0
Imports	88,537	78,889	789,829	619,187
Industry Total	354,348	271,494	3,528,101	3,345,424

SALES

DOMESTIC MODEL YEAR SALES

	1986	1985
Alliance	56,030	75,208
Encore	17,821	46,923
Total Renault	73,851	122,131
Eagle	9,096	15,362
Total AMC	9,096	15,362
AMC	82,947	137,493
Horizon	100,968	88,513
Sundance	5,698	0
Turismo	47,464	54,251
Reliant	131,372	137,042
Caravelle	39,331	34,528
Plymouth	15,944	18,734
Total Plymouth	340,777	333,100
Laser	31,458	54,758
LeBaron K	97,450	90,830
LeBaron GTS	71,542	55,740
Fifth Avenue	110,639	112,137
E-Class	0	16,594
New Yorker	59,455	43,029
Total Chrysler	370,544	373,088
Omni	88,087	75,107
Shadow	5,101	0
Charger	51,933	59,969
Daytona	40,504	51,299
Aries	104,572	117,742
Lancer	50,511	39,984
Dodge 400-600	0	1,215
Diplomat	33,310	37,350
Dodge 600	63,288	56,828
Total Dodge	437,306	438,494
CHRYSLER	1,148,627	1,144,682
EXP	626	26,450
Escort	415,521	410,978
Mustang	175,598	159,741
Tempo	251,618	297,656
Taurus	165,160	0
Thunderbird	144,577	169,770
LTD	50,717	205,889
Crown Victoria	128,280	173,509
Total Ford Division	1,332,097	1,443,993
Lynx	71,753	84,870
Topaz	62,089	79,899
Sable	70,563	0
Cougar XR-7	121,972	130,012
Capri	13,358	16,829
Marquis	22,652	99,386
Grand Marquis	112,225	144,292
Total Mercury	474,612	555,288
Continental	19,812	28,799
Lincoln	119,180	116,015
Mark VII	20,328	20,198
Total Lincoln	159,320	165,012
Total L-M Division	633,932	720,300
FORD MOTOR CO.	1,966,029	2,164,293
Skyhawk	77,966	90,700
Skyline	1,341	78,359
Somerset Regal	113,862	88,103
Century	239,278	239,570
Regal	82,904	127,386
LeSabre	104,570	144,684
Electra	111,245	90,922
Riviera	25,835	55,546
Total Buick	757,001	915,270
Cimarron	24,209	22,492
Seville	20,539	32,986
Cadillac	225,894	188,601
Eldorado	29,411	66,863
Total Cadillac	300,053	310,942
Chevette	75,761	135,261
Nova	170,661	16,323
Cavalier	386,231	422,927
Citation	2,491	59,605
Camaro	173,674	206,082
Celebrity	395,860	360,167
Monte Carlo	117,671	105,568
Chevrolet	228,706	251,693
Corvette	35,969	37,878
Total Chevrolet	1,587,024	1,595,504
Firenza	39,212	52,760
Omega	0	1,708
Calais	119,740	113,280
Cutlass Ciera	330,572	315,569
Cutlass Supreme	202,158	234,242
Olds 88	241,417	213,537
Olds 98	116,615	118,673
Toronado	18,105	37,581
Total Oldsmobile	1,067,819	1,087,650
Fiero	71,283	90,691
1000	20,066	24,180
Sunbird	109,807	120,207
Phoenix	0	2,353
Firebird	96,208	101,797
Grand Am	190,994	98,567
6000	196,209	156,994
Bonneville	41,636	55,795
Grand Prix	40,842	61,924
Parisienne	72,909	73,109
Total Pontiac	839,954	785,617
GENERAL MOTORS	4,551,851	4,694,983
VOLKSWAGEN	76,410	71,513
HONDA	183,629	149,674
NISSAN	49,325	21,077
DOMESTIC TOTAL	8,058,818	8,383,715
IMPORT TOTAL	3,138,559	2,715,733
INDUSTRY TOTAL	11,197,377	11,099,448

IMPORTED CAR SALES

	1986	1985
Acura	29,291	—
Alfa Romeo	6,756	4,485
Audi	65,321	72,186
BMW	68,178	74,493
Chevy Spectrum	93,617	39,624
Chevrolet Sprint	67,519	18,726
Chrysler Conquest	363	—
Dodge Colt	53,256	36,120
Conquest/Vista	16,062	10,692
Honda	414,325	379,421
Hyundai	112,967	—
Isuzu	30,938	24,913
Jaguar	24,651	18,640
Maserati Biturbo	1,236	1,311
Mazda	227,515	184,038
Mercedes-Benz	88,894	89,651
Merkur	14,509	6,384
Mitsubishi	48,537	46,422
Nissan	511,682	526,002
Peugeot	13,287	17,952
Plymouth Colt	48,159	32,566
Plym. Conquest	14,965	10,403
Plymouth Vista	17,951	12,019
Porsche	30,075	22,968
Renault	4,971	8,239
Saab	46,011	37,115
Subaru	188,182	166,882
Toyota	612,010	641,337
Volkswagen	145,359	130,381
Volvo	114,913	102,763
Yugo	27,059	—
TOTAL	3,138,559	2,715,733

Where the market was
Sept. 1986

	Total Sales	Pct. of Total
SUBCOMPACT	200,764	16.50%
COMPACT	178,765	14.69%
INTERMEDIATE	329,851	27.11%
STANDARD	116,263	9.55%
LUXURY	99,186	8.15%
IMPORT	291,952	24.00%
TOTAL	1,216,781	100.00%

TRUCK SALES

Statistical reports for model-year and monthly truck sales are on page 14.

DOMESTIC CAR SALES

	Sept. 21, to Sept. 30, 1986	Same Period, 1985	Sept. 1986	Same Month, 1985	Jan. 1 to Sept. 30, 1986	Same Period, 1985
Alliance	0	0	7,776	7,052	39,544	55,525
Encore	0	0	2,281	3,388	11,725	33,233
Total Renault	0	0	10,057	10,440	51,269	88,758
Eagle	0	0	968	1,748	5,717	9,469
Total AMC	0	0	968	1,748	5,717	9,469
AMERICAN MOTORS	4,549	5,263	11,025	12,188	56,986	98,227
Horizon	3,585	3,222	9,800	8,611	85,332	68,864
Sundance	1,357	0	2,904	0	5,698	0
Turismo	2,149	1,722	7,500	4,735	38,723	44,076
Reliant	4,057	4,535	11,515	11,425	99,088	106,549
Caravelle	1,516	1,169	4,418	2,768	29,843	26,466
Plymouth	796	473	2,064	1,119	13,602	15,285
Total Plymouth	13,460	11,121	38,201	28,658	272,286	261,240
Laser	994	2,045	3,766	5,606	24,029	43,231
LeBaron K	2,719	3,496	10,618	8,017	78,923	68,955
LeBaron GTS	3,204	2,272	9,808	6,259	53,770	53,246
Cordoba	0	0	0	0	0	0
Fifth Avenue	4,868	5,059	15,224	14,327	85,114	83,485
E-Class	0	2,605	0	2,605	2,688	20,923
New Yorker	2,380	0	7,979	3,051	41,957	21,680
Total Chrysler	14,165	15,477	47,395	39,865	286,481	291,520
Omni	3,233	2,687	9,499	7,043	74,801	58,187
Shadow	1,020	0	2,408	0	5,101	0
Charger	2,531	2,104	8,528	5,426	42,540	47,778
Daytona	1,089	1,802	4,515	5,086	32,190	41,219
Aries	3,883	3,998	10,449	10,285	77,583	89,295
Lancer	2,140	1,999	6,867	5,137	38,900	38,004
Dodge 400-600	0	0	0	0	0	3,012
Diplomat	1,916	1,101	5,283	2,597	27,155	28,764
Mirada	0	0	0	0	0	0
Dodge 600	2,252	2,121	7,306	4,809	50,469	39,499
Total Dodge	18,064	15,812	54,855	40,383	348,739	345,758
CHRYSLER MOTORS	45,689	42,410	140,451	108,906	907,506	898,518
EXP	0	221	0	664	0	17,301
Escort	12,377	15,964	47,488	48,538	312,822	317,991
Mustang	5,168	4,686	17,412	12,190	139,939	122,162
Tempo	7,817	12,291	30,584	33,795	202,163	231,689
Taurus	8,561	0	23,529	0	161,104	0
Thunderbird	4,643	5,311	18,929	16,365	116,575	129,207
LTD	893	5,824	1,301	19,922	23,587	157,884
Crown Victoria	3,530	8,464	10,374	20,425	99,951	134,005
Total Ford Division	42,989	53,761	149,617	151,899	1,056,141	1,110,239
Lynx	2,353	3,679	8,595	10,028	52,734	66,952
Topaz	1,782	3,657	6,432	8,920	50,196	61,205
Sable	3,352	0	8,672	0	68,133	0
Cougar XR-7	3,969	3,500	16,405	11,588	101,354	92,787
Capri	434	602	1,726	1,774	10,689	12,720
Marquis	370	3,279	619	9,151	10,180	75,372
Grand Marquis	3,532	6,869	10,363	17,633	89,042	112,019
Total Mercury	15,792	21,586	52,812	59,094	382,328	426,775
Continental	729	1,123	1,781	2,588	14,229	22,096
Lincoln	5,401	5,034	13,002	13,943	89,447	87,873
Mark VII	975	774	2,397	1,879	15,911	15,436
Total Lincoln	7,105	6,931	17,180	18,410	119,587	125,405
Total L-M Division	22,897	28,517	69,992	77,504	501,915	552,180
FORD MOTOR COMPANY	65,886	82,278	219,609	229,403	1,558,056	1,662,419
Skyhawk	2,181	2,535	10,356	6,241	57,881	68,076
Skyline	0	295	0	909	2,522	53,172
Somerset Regal	2,411	2,563	11,067	6,914	93,122	74,358
Century	6,347	9,480	28,452	27,497	188,781	184,011
Regal	2,137	6,094	8,883	17,067	63,804	93,490
LeSabre	3,612	2,436	15,051	7,159	91,946	102,588
Electra	2,647	6,063	9,595	15,252	85,065	73,005
Riviera	1,053	1,432	4,035	4,070	17,299	40,298
Total Buick	20,388	30,898	87,439	85,109	600,420	688,998
Cimarron	1,041	1,271	3,846	3,245	19,287	18,832
Seville	1,374	790	3,862	2,103	14,708	23,203
Cadillac	9,038	8,928	29,160	21,283	181,221	142,991
Eldorado	1,300	1,625	4,339	4,278	18,937	47,836
Total Cadillac	12,753	12,614	41,207	30,909	234,153	232,862
Chevette	1,866	7,100	6,192	17,594	51,940	106,106
Nova	6,548	2,642	34,594	5,149	151,390	16,323
Cavalier	8,656	14,204	35,788	40,273	297,430	342,211
Citation	0	1,368	0	3,214	1,033	42,238
Camaro	4,079	7,011	16,036	19,020	138,865	165,176
Celebrity	8,487	14,987	39,137	38,121	318,128	285,887
Malibu	0	0	0	0	0	0
Monte Carlo	3,830	3,933	16,970	8,721	91,215	86,129
Chevrolet	6,577	10,618	22,046	25,058	177,409	194,529
Corvette	932	1,162	2,975	2,542	26,224	28,211
Total Chevrolet	40,975	63,025	173,738	158,692	1,253,634	1,266,810
Firenza	996	1,153	4,066	2,974	28,995	39,363
Omega	0	0	0	0	0	0
Calais	2,532	3,936	10,820	10,897	95,358	98,428
Cutlass Ciera	8,598	11,090	37,568	35,282	263,694	266,707
Cutlass Supreme	4,525	8,617	18,241	24,917	163,038	178,384
Olds 88	10,474	5,421	44,994	15,645	213,625	160,337
Olds 98	2,535	4,771	9,755	12,049	87,052	92,847
Toronado	921	1,106	3,061	2,954	12,691	26,679
Total Oldsmobile	30,581	36,094	128,505	104,718	864,453	862,745
Fiero	1,986	2,928	8,015	8,180	57,315	76,335
1000	537	921	2,236	2,434	15,362	17,720
Sunbird	2,881	3,766	9,905	11,903	87,175	94,205
Phoenix	0	0	0	0	0	896
Firebird	2,515	2,578	9,064	7,048	77,717	81,669
Grand Am	6,205	4,621	15,544	11,640	151,563	81,842
6000	6,800	6,989	28,878	18,600	158,040	127,559
Bonneville	0	2,604	3,202	7,088	31,336	43,395
Grand Prix	1,918	3,068	5,256	8,263	32,414	48,002
Parisienne	1,752	3,040	6,088	8,295	59,062	54,291
Total Pontiac	24,594	30,515	88,188	83,451	669,984	625,914
GENERAL MOTORS	129,291	173,146	519,077	462,879	3,622,644	3,677,329
VOLKSWAGEN	2,817	2,868	6,138	6,492	58,084	59,390
HONDA	11,172	5,573	23,431	12,873	152,902	115,249
NISSAN	2,199	2,582	5,098	6,641	30,608	20,851
DOMESTIC TOTAL	261,603	314,120	924,829	839,382	6,386,786	6,539,338
IMPORT TOTAL			291,952	229,284	2,383,924	2,106,655
INDUSTRY TOTAL			1,216,781	1,068,666	8,770,710	8,645,993

SALES

September domestic-import sales top 1.2 million; best month ever

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER

Combined import and domestic sales of 1,216,781 units in September were the highest for any month in history.

The month's combined sales topped the previous record of 1,158,864 set in May 1978.

As reported earlier, domestic makers broke the new-car sales record for September.

The domestic record was set despite lackluster final-period sales of 261,603 units.

Sales during the last 10 days of September were down 16.7 percent from the year-ago period's 314,120 and also were down from mid-September's 294,636.

The revised total of 924,829 for the month topped the previous record of 839,382 set in September 1985.

September's domestic total was revised downward by 23,000 units to adjust for an American Honda report that included imports.

September import sales of 291,952 units were the second-best in history, trailing only the total of 305,209 in July 1986.

The month's import total was up 27.3 percent from the year-ago month's 229,284.

The record was set despite lackluster final-period sales of 261,603 units.

Import penetration rose to 24 percent in September from 21.45 percent in September 1985.

The daily selling rate in September was 48,671 cars, versus 44,528 in the year-ago month.

Import companies setting records last month included Yugo, which posted sales of 4,513 for its fourth consecutive monthly record.

Jaguar sales of 2,063 were a September record, up from 767 in the year-ago month and topping the previous September record of 1,276 set in 1983.

Saab sales of 3,445 units in September were also a record for the month. Hyundai recorded its 100,000th sale in the United States in September and its second month of 20,000-plus sales.

Domestic segmentation during the month shifted slightly from the year-ago period. Subcompacts accounted for 16.50 percent, vs. 15.38 last year. Compacts were down to

14.69 percent from 16.53; intermediates captured 27.11 percent vs. 27.95; standard-size cars had 9.55 percent, vs. 9.10; and luxury cars had 8.15 percent, down from 9.04.

U.S. automakers sold 8,058,818 cars during the 1986 model year, down 3.9 percent from 1985's 8,383,715.

Import sales totaled 3,138,559 cars for the 1986 model year, up 15.6 percent from 1985's 2,715,733.

Combined domestic and import sales for the 1986 model year were 11,197,377, up 0.88 percent from 11,099,448 in the 1985 model year.

Import penetration during the model year was 28 percent, up from 24.5 percent in 1985.

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ASTN

Import sales increase in Japan for August

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — Sales of imported cars in Japan rose to 4,782 units in August, a record for the month and an increase of 27.69 percent over the 3,745 of a year ago.

According to the Japan Automobile Importers Association, import sales for the first eight months of 1986 were 43,061 units, up 31.64 percent over 32,711 last year.

West German cars took the largest share of the August market with 3,571 units, up 24.42 percent over last year. West Germany accounted for 74.68 percent of the August import market.

BMW accounted for 1,022 of the West German total, followed by Volkswagen, 1,007; Mercedes-Benz, 971; Audi, 491; Porsche, 67;

and other makes, 13.

Manufacturers from Britain sold 342 units, up 67.64 percent over last year and good for a share of 7.15 percent.

Swedish makers sold 286 cars for an increase of 60.67 percent over last year and 5.98 percent of the market. Italy totaled 247 units sold, up 21.67 percent from a year ago for a share of 5.17 percent.

Volvo sold 208 units and Saab sold 78. The Italian sales breakdown was Fiat, 109; Autobianchi I, 94; Lancia, 10; Alfa Romeo, 7; and others, 27.

Sales of cars from the United States totaled 188 units, an increase of 2.2 percent over last year and good for 3.93 percent of the market. Sales by makes were Chevrolet, 46; Cadillac, 42; Pontiac, 36; Buick, 28; Ford, 22; Chrysler, 6; American Motors, 5; and Oldsmobile, 3.

France accounted for 2.93 percent of the market in August with 140 sales, an increase of 52.17 percent over a year ago. Citroen was tops among French cars with 69 units, followed by Renault, 37; Peugeot, 33; and others, 1.

Of the 43,061 units sold during the January-August period, West German cars accounted for 79.56 percent of the market; Britain, 5.66 percent; Sweden, 4.50 percent; Italy, 4.37 percent; United States, 3.33 percent; France, 2.38 percent; and others, 0.20 percent.

9 millionth vehicle sold by VW in U.S.

TROY, Mich. — Volkswagen sold its 9 millionth vehicle in the United States on Oct. 2 when Jan and Bruce Baker of Los Angeles bought a 1986 Jetta GL from Rusnak Volkswagen, in Culver City, Calif.

As a prize, Volkswagen United States gave the Bakers a one-week vacation trip to its parent company's headquarters in Wolfsburg, West Germany. Volkswagen has been selling cars in the United States since 1949.

Toyota subsidiary to make parts in Taiwan

TOYOTA CITY, Japan — Toyota Motor Corp. has broken ground for an auto parts plant for its Taiwanese subsidiary, Fung Yong Co.

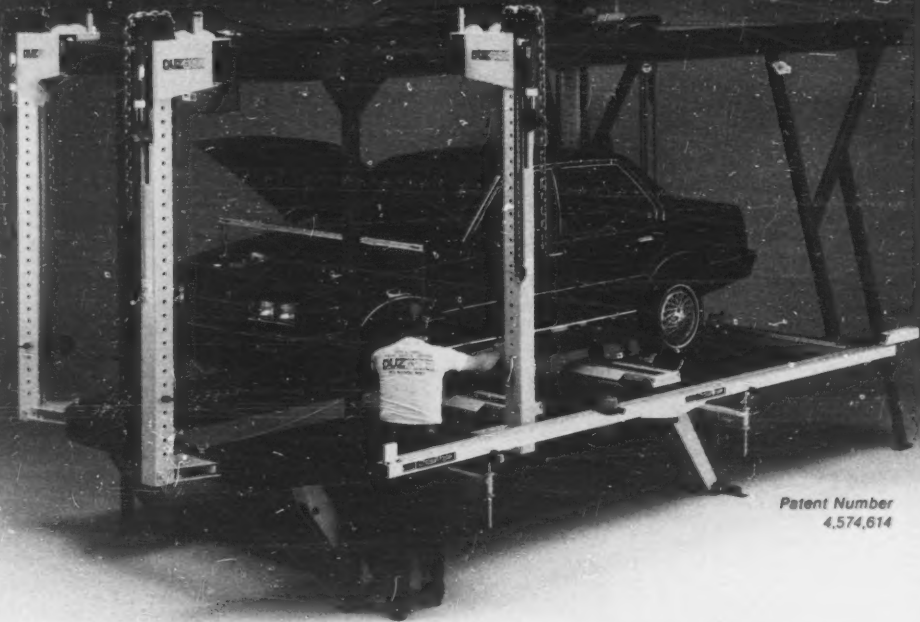
The Toyota-Taiwanese joint venture is capitalized at \$35.06 million — 80 percent from Toyota, the

rest from Taiwan's Ho Tai Group.

The plant will employ 500 people and will supply stamped parts for car bodies to Kuo Zui Motors Ltd., Toyota's Taiwanese partner in a joint production venture in that country.

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Auction Averages

October to date	\$5,200
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Year ago	\$4,812

Model Breakdown
Auction Averages

	OCT 1986	SEP 1986	AUG 1986
1986	\$11,790	\$11,846	\$12,136
1985	\$8,464	\$8,472	\$8,520
1984	\$6,219	\$6,221	\$6,242
1983	\$5,454	\$5,459	\$5,502
1982	\$4,245	\$4,261	\$4,337
1981	\$3,321	\$3,333	\$3,388
1980	\$2,446	\$2,463	\$2,505
1979	\$2,096	\$2,109	\$2,145
Overall Average	\$5,200	\$5,206	\$5,237

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For two businesses, help could bring growth

By Dave Zola

AUTOMOTIVE NEWS STAFF REPORTER

For minority entrepreneurs Ernie Young and Hank Aguirre, Ford Motor Co.'s rejuvenated program for minority-owned suppliers may be the ticket to expansion.

Young wants the auto industry's help to develop an industrial complex on an American Indian reservation in Mount Pleasant, Mich.

The complex would include a second manufacturing site for Young's growing injection-molding business, Special Plastic Products Inc., of Fair Haven, Mich. The company makes bumper supports, fascias and other plastic parts for the auto industry. It employs 120 people.

Young said that all he needs to proceed on the new site is approval from the Chippewa Indians and a business commitment from General Motors and Ford. Financial assistance from either of the two automakers also would help, he

said.

Young said the second facility — a joint venture with the Chippewa tribe, with Special Plastic Products holding a 51 percent stake — would create 100 jobs in the Indian community within three years and eventually provide the \$8 million firm with an additional \$5 million in annual revenues.

About half of Special Plastic Products' business is Ford-related. The company nearly went bankrupt before landing its first automotive order from Ford in 1980.

Aguirre, a former major league baseball player and founder of Detroit-based Mexican Industries in Michigan, is counting on new business from Ford as a basis for his firm's second manufacturing facility.

Aguirre plans to locate the plant in the Detroit area. It will make leather-wrapped steering wheels, a new enterprise for the firm.

Within five years, the plant could employ 306 to 500 workers and double the company's \$17 million in annual revenues, Aguirre said.

Mexican Industries was formed in 1979 with four employees. The company now has 144 workers, 90 percent of them Hispanics. The firm makes soft interior trim items for Ford, Volkswagen of America and GM.

Ford accounts for 65 percent of Mexican Industries' business and recently awarded the firm its first contract to leather-wrap steering wheels.

Special Plastic Products and Mexican Industries are two of what Ford would term fast-trackers in the minority supplier arena. Both companies have succeeded in meeting Ford cost, quality and delivery requirements for a number of years. Both say that before long they'll achieve Ford's highest quality rating.

MINORITIES

FROM PAGE 1

"If they haven't been able to grow even with support, then they're going to have to deal with that."

But White said that most firms will like the revitalized program, which Ford also expects to benefit marketing.

"Long term, we view it as a marketing opportunity," he said. "This program helps create an image for Ford with minorities that we hope will lead to future sales."

General Motors — by far the industry's dollar-volume leader in parts and services bought from minority suppliers — expects to more than double the size of its program during the next several years.

In 1985, GM paid minority-owned firms \$811 million for goods and services, according to John Haines, manager of minority supplier development.

GM began its program in 1968. By 1976, it was placing about \$50 million worth of business annually with minority firms, according to Haines.

"Our goal for 1986 is to reach \$1 billion — and we're well on our way to doing that," Haines said. "Over the next few years, we hope to reach \$2.5 billion."

Like Ford, GM also offers financial and technical help.

Chrysler's minority program got off to a slow start, chiefly due to the company's struggle for survival beginning in the late 1970s. But Chrysler has made some headway in recent years.

"We've made a strong commitment to the minority community," said Gerald Greenwald, Chrysler Motors chairman, at a recent press conference. "Once we got out of the hole we were in financially, our purchases from minority suppliers increased dramatically."

Chrysler said dollar volume of purchases from minority suppliers increased fivefold in the last two years. About 1.2 percent of the automaker's outside purchases are from some 400 firms owned by minorities, including women and the handicapped.

Chrysler's immediate goal is to buy 2 percent of its goods and services from minority firms. Ultimately it would like minority-supplier sourcing to top 5 percent.

Chrysler has won the Corporation of the Year award from the Michigan Minority Business Development Council in each of the last two years. James A. Danforth, Chrysler's manager of special supplier programs, was named Coordinator of the Year for 1986.

Ford began reorganizing its 18-year-old program about two years ago.

Ford said it would do about \$250 million worth of business with minority suppliers in 1986, an increase of about 40 percent over



Special Plastic Products Inc., in Fair Haven, Mich., supplies molded plastic parts to Buick and Ford. President Ernie Young, left, is looking for help to expand production to an American Indian reservation. Standing with him are sales manager Bill Bowman, center, and plant manager Robert Wheeler.

1985. Ford's North American Automotive Operations and Diversified Products Operations spend more than \$17 billion annually on outside purchases.

"We had annual goals set," White said. "But I've stopped talking about them, because we are already exceeding expectations."

The main difference in Ford's new approach is in the time the company spends with minority firms.

Ford established six "commodity councils," covering stamping, plastic injection molding, machined parts, transportation systems, construction and industrial supplies. The councils act as liaison with

minority companies.

Ford employs nine people full-time on the councils; another 40 assist part-time.

"Our program is intensifying because to be a success, a supplier has to get to a certain size," White said. "He has to be big enough to have a cost-control person on his staff, and he has to have a certain volume to be able to afford a first-class quality guy."

"That takes money. And the only way to get money is through volume of business."

Help can range from financial backing to help in setting up a quality-control program or a five-year company plan.

In one case, Ford paid the expenses for the owner of a promising minority trucking firm to attend a recent Dartmouth College seminar for minority business executives.

In some instances, Ford has found minority buyers for companies on the auction block.

"The new era is that we're no longer diddling with it; we're doing serious development work," White said of the minority program. "I might say we're on the leading edge of companies making developmental efforts versus those just buying from minority suppliers."

"That's what's a plus about our program."

AUTOMOTIVE NEWS/JOE WILKINS

PRODUCTION

September auto production rises

By Kathy Barbaglia
AUTOMOTIVE NEWS STAFF REPORTER

Auto production in the United States during September totaled 639,199 units, 33.57 percent more than August's 478,561 when model changeover idled several plants.

September's build was 0.61 percent more than the 635,329 cars assembled in September 1985.

Third-quarter output of 1,629,878 cars was the lowest for any quarter since the third quarter of 1984 when 1,623,724 units were built.

The quarter's production was 9.67 percent below the 1,804,335 assembled during the same period last year.

Last week's scheduled output of 159,339 cars was 7.09 percent more than the previous week's 148,790

but was 8.31 percent below the year-ago week's 173,786.

So far this year, 6,078,279 cars have been built, 4.99 percent below the 6,397,262 completed last year at this point.

Companies split last week's targeted output as follows: General Motors, 56.50 percent; Ford Motor Co., 20.30 percent; Chrysler Motors, 14.37 percent; Honda of America Manufacturing Inc., 3.99 percent; New United Motor Manufacturing Inc., 1.88 percent; Nissan Motor Manufacturing Co., U.S.A., 1.70 percent; and Volkswagen of America, 1.26 percent.

American Motors' Kenosha, Wis., plant was closed last week for inventory adjustment. The plant is expected to resume today (Oct. 13).

GM closed its Arlington, Texas,

plant today for inventory adjustment, idling 2,000 workers. The plant is scheduled to resume output Oct. 20.

GM's Wentzville, Mo., plant is also idle this one week for inventory adjustment. It affects 5,000 employees.

GM's Janesville, Wis., plant will be down this week because of a materials shortage, idling 3,500 workers. That plant is also slated to resume production Oct. 20.

GM's Lansing (No. 1) plant was scheduled for overtime Saturday (Oct. 11).

Ford slated overtime Saturday at its Wixom, Mich. plant.

Chrysler's plants in Belvidere, Ill.; Sterling Heights, Mich.; and St. Louis (No. 2) are scheduled for daily overtime this week.

Trucks set record for 3rd quarter

Domestic truckmakers assembled a record 901,206 units in the third quarter, surpassing the previous third-quarter peak of 856,513 in 1978.

This year's total was 9.52 percent above the 822,867 trucks produced during the third quarter of 1985.

Truck production for September also set a record. September's build of 323,381 topped the prior record of 300,728 units in September 1977.

The month's production was also the highest for any month since

April when 326,282 trucks were built. It was 19.70 percent more than August's 270,164 and 10.72 percent more than the 292,066 built in September 1985.

Last week's scheduled output of 71,273 was 5.99 percent below the previous week's 75,812 and 7.23 percent below the year-ago week's 76,826.

Year-to-date, 2,787,164 trucks have been assembled, 3.67 percent more than the 2,688,547 completed last year at this time.

General Motors' Pontiac, Mich. plant closed today (Oct. 13) for inventory adjustment. The plant is expected to resume output Oct. 20.

Ford's Michigan Truck plant in Wayne, Mich., resumed production last week (Oct. 6). The plant had been down for model-changeover since Sept. 12.

GM slated Saturday (Oct. 11) overtime at its St. Louis and Flint, Mich. plants.

Chrysler Motors' truck plant in Warren, Mich. is scheduled for daily overtime this week.

Quarterly output drops in Canada

Canada's third-quarter production of 197,153 cars was the lowest total for that period since 1982 when 184,233 units were counted.

The quarter's output was 21.34 percent below last year's third quarter total of 250,645.

September's production of 91,632 cars was 90.38 percent more than August's 48,131, when vacations and model changeover shut down several plants.

The month's output was down slightly (0.90 percent) from the September 1985 total of 92,463.

Last week's targeted production of 24,740 cars was 6.53 percent more than the previous week's 23,223 and 0.53 percent more than the year-ago week's 24,610.

So far this year, 806,421 cars have been assembled, 1.59 percent below the 819,422 completed last year at this point.

Third-quarter truck production of 156,388 was the lowest total for that period since 1983's output of 117,194.

The total was 13.07 percent below the 179,894 assembled dur-

ing the third quarter of 1985.

September output of 60,037 trucks was 20.33 percent more than August's 49,895 but was 16.52 percent below the year-ago month's 71,920.

Scheduled production of 11,292 trucks last week was 26.69 percent below the prior week's 15,403 and 34.28 percent below the year-ago week's 17,183.

Year-to-date, 642,389 trucks have been built, 2.66 percent below the 659,925 assembled last year at this time.

Diamond-Star seeks subzone status for plant

WASHINGTON — Diamond-Star Motor Corp. is seeking Foreign-Trade Subzone status from the U.S. Commerce Department for the plant it will build in Bloomington-Normal, Ill.

Subzone status will allow the Chrysler-Mitsubishi joint venture to avoid paying higher duties on imported components and to avoid duties entirely if parts or vehicles are exported from the plant.

In a petition filed with the Commerce Department's Foreign-Trade Zones Board, Diamond-Star said "certain components such as engines, transmissions, suspension and brake components will be purchased from Mitsubishi in Japan. Most of the steel and remaining components will be sourced domestically. The finished autos will be sold through Chrysler and Mitsubishi dealers."

The Foreign-Trade Zones Board said it will accept public comments on the petition until Oct. 26.

CANADIAN CAR		Week Ended Oct. 11, 1986	Week Ended Oct. 12, 1985	Week Ended Oct. 4, 1986	Sept. Total	Jan. 1 to Oct. 12, 1986	Jan. 1 to Oct. 11, 1985
AMERICAN MOTORS	96	326	121	486	8,607	3,210	
FORD MOTOR	10,730	10,533	9,829	50,558	361,585	406,779	
GENERAL MOTORS	13,680	13,524	13,048	39,743	421,557	388,722	
VOLVO	225	225	225	845	7,693	7,771	
Total Cars, Canada	24,740	24,610	23,223	91,632	819,422	806,421	

U.S. TRUCK*		Week Ended Oct. 11, 1986	Week Ended Oct. 12, 1985	Week Ended Oct. 4, 1986	Sept. Total	Jan. 1 to Oct. 12, 1986	Jan. 1 to Oct. 11, 1985
CHEVROLET	22,976	23,252	23,409	103,120	929,406	927,978	
DODGE	4,500	5,515	5,452	21,892	169,774	94,041	
FORD	25,532	29,367	28,925	123,197	914,689	1,101,389	
GMC	8,140	6,645	7,700	32,280	283,638	281,497	
NAVISTAR	1,815	1,282	1,525	6,806	58,478	55,877	
JEEP	4,430	5,830	4,495	18,487	173,514	145,353	
NISSAN	1,730	2,885	1,756	7,259	84,115	89,319	
AM GENERAL*	50	50	50	220	1,980	1,974	
MISCELLANEOUS*	2,300	2,000	2,300	10,120	72,953	89,792	
Total Trucks, U.S.	71,273	76,826	75,712	323,381	2,688,547	2,787,164	

CANADIAN TRUCK		Week Ended Oct. 11, 1986	Week Ended Oct. 12, 1985	Week Ended Oct. 4, 1986	Sept. Total	Jan. 1 to Oct. 12, 1986	Jan. 1 to Oct. 11, 1985
AMERICAN MOTORS	576	0	720	3,098	0	21,970	
CHRYSLER	6,958	7,613	9,041	35,868	307,896	310,137	
FORD	3,558	3,654	3,568	14,873	125,972	125,835	
GENERAL MOTORS	0	5,687	1,874	5,357	217,117	177,127	
NAVISTAR	200	229	200	841	8,940	7,320	
Total Trucks, Canada	11,292	17,183	15,403	60,037	659,925	642,389	
N. American Trucks	82,565	94,009	91,115	383,418	3,348,472	3,429,553	

—Includes window van production. *—Estimated
Jepco includes commercial only. AM General includes government-designed vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

*Includes window van production. *—Estimated
Jap includes commercial only. All General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR		Week Ended Oct. 11, 1986	Week Ended Oct. 12, 1985	Week Ended Oct. 4, 1986	Sept. Total	Jan. 1 to Oct. 12, 1986	Jan. 1 to Oct. 11, 1985
AMERICAN MOTORS	0	2,893	1,478	4,129	90,212	40,862	
Renault Total	0	2,893	1,478	4,129	90,212	40,862	
Alliance	0	1,361	1,478	4,129	58,030	37,515	
Encore	0	932	0	0	32,182	3,347	
CHRYSLER MOTORS	22,900	29,935	28,839	107,719	1,016,112	1,022,870	
Plymouth Total	8,900	8,233	10,274	39,672	294,635	320,813	
Horizon	3,300	2,782	3,959	15,244	113,321	133,530	
Sundance	1,000	0	1,147	4,790	0	15,310	
Reliant	3,400	4,055	3,703	14,285	129,958	122,274	
Caravelle	800	1,020	800	3,506	37,944	34,836	
Gran Fury	400	376	575	1,867	13,412	14,863	
Chrysler Total	5,500	10,726	6,671	26,588	329,426	305,916	
Laser	0	1,195	0	0	42,205	26,970	
LeBaron	900	2,658	1,017	3,829	71,860	70,146	
LeBaron GTS	1,000	2,624	1,228	5,859	76,579	52,603	
New Yorker/E-Class	1,100	1,384	1,210	5,411	52,235	57,489	
Fifth Avenue	2,500	2,655	3,216	11,568	88,487	101,700	
Dodge Total	8,500	10,976	9,894	41,449	386,051	393,141	
Daytona	0	1,209	0	0	37,865	30,343	
Omni	2,000	2,685	3,997	14,735	108,587	127,510	
Shadow	1,100	0	1,203	4,378	0	14,244	
Aries	2,600	3,022	2,524	10,384	108,367	94,886	
Dodge 600	800	1,728	826	3,157	51,967	52,362	
Lancer	900	1,745	878	3,354	52,648	40,213	
Diplomat	500	587	958	5,461	27,617	32,974	
FORD MOTOR	32,353	33,386	31,243	131,988	1,274,917	1,359,917	
Ford Division	21,988	23,389	21,989	95,167	853,220	934,167	
Escort	7,685	9,146	8,128	23,988	289,484	291,169	
EXP	0	0	0	0	3,838	0	
Mustang	374	4,865	1,408	17,485	141,287	145,587	
Tempo	4,104	1,631	4,136	15,528	142,465	162,386	
LTD	0	4,202	0	0	163,588	0	
Taurus	9,275	0	8,319	38,226	0	240,010	
Thunderbird	528	3,525	0	0	134,436	104,988	
Crown Victoria	0	0	0	0	7,122	0	
L-M Division	10,387	10,016	9,254	36,781	421,687	425,750	
Mercury Total	5,671	6,338	5,214	19,807	297,004	286,295	
Lynx	1,088	1,686	948	3,222	96,114	46,548	
Capri	0	446	0	70	14,773	12,344	
Topaz	1,344	458	1,384	4,284	43,953	45,049	
Cougar	0	2,610	0	0	96,060	96,961	
Marquis	0	1,138	0	0	79,371	0	
Sable	3,337	0	2,971	12,231	0	95,418	
Grand Marquis	0	0	0	0	4,733	0	
Lincoln Total	4,716	3,678	4,040	16,974	124,693	137,455	
Continental	470	511	407	1,707	19,967	15,076	
Lincoln	3,538	2,761	3,030	12,732	90,578	103,088	
Mark VII	708	406	603	2,535	13,828	19,281	
GENERAL MOTORS	90,026	98,847	78,013	342,923	3,782,919	3,237,589	
Buick Total	16,578	22,355	15,784	72,982	781,664	604,480	
Skyhawk	1,855	2,193	1,728	6,485	61,889	65,877	
Century	3,644	8,497	1,876	15,433	217,379	178,277	
Royal	0	3,387	1,753	5,572	106,202	46,703	
Skyline (X-car)	0	0	0	0	40,963	0	
Somerset/Skyline	2,305	2,784	2,442	10,111	97,247	86,135	
LeSabre (two)	5,485	439	4,831	19,583	782	123,018	
LeSabre/Electra (two)	338	803	291	1,336	90,911	11,325	
Electra (two)	2,426	4,114	2,861	14,482	100,682	72,076	
Riviera	525	145	0	0	45,598	19,877	
Cadillac Total	6,185	5,300	5,020	22,331	282,629	248,530	
Cimarron	365	687	375	2,088	20,151	19,327	
Allante	0	0	0	0	0	0	
Cadillac (two)	1,200	601	1,165	4,551	31,474	63,482	
DeVille (two)	3,800	3,715	3,480	15,882	132,574	129,626	
Eldorado	445	180	0	0	51,234	18,005	
Seville	355	127	0	0	27,198	17,280	
Chevrolet Total	31,958	32,898	23,896	116,541	1,288,984	1,013,604	
Chevette	2,490	2,771	2,507	10,686	125,603	79,181	
Camaro	3,427	4,734	3,443	14,188	163,313	140,878	
Cavalier	9,477	10,239	8,568	34,536	383,610	315,769	
Celebrity	8,825	4,776	0	20,558	210,875	191,183	
Citation	0	0	0	0	28,688	0	
Corsica/Beretta	576	0	532	957	0	1,633	
Monte Carlo	1,085	2,759	2,674	9,587	109,180	90,454	
Chevrolet	5,636	7,309	5,542	23,303	207,689	172,286	
Corvette	640	1,006	630	2,714	35,884	22,230	
Oldsmobile Total	16,073	22,032	14,502	60,032	825,482	762,901	
Firenza	1,000	1,311	863	3,384	48,958	30,102	
Catalina	2,719	3,015	2,388	11,112	116,534	91,985	
Cutlass Classic	4,063	7,581	3,228	13,288	275,063	190,378	
Cutlass Supreme	1,065	4,885	1,522	5,193	181,901	93,925	
88 (two)	3,125	1,230	3,207	15,101	1,978	238,562	
88 (two)	439	689	334	1,401	162,087	14,875	
Olds 98	3,291	3,208	2,940	10,553	111,548	88,804	
Toronado	351	113	0	0	27,413	14,280	
Pontiac Total	19,234	17,264	18,811	71,037	526,160	608,034	
Acadian**	0	311	359	1,908	10,543	12,476	
Fiero	1,760	2,419	1,756	6,384	91,400	52,836	
1000	830	877	810	1,349	23,303	14,166	
Firebird	2,123	2,736	1,915	8,303	86,784	84,886	
2000 Sunbird	2,154	2,813	2,878	14,951	110,039	108,323	
Grand Am	6,032	3,645	6,240	22,337	101,503	175,479	
6000	2,808	1,676	0	7,033	40,486	104,750	
Bonneville	3,200	0	2,546	5,682	0	8,430	
Parisienne	327	2,787	307	3,080	62,122	46,712	
HONDA	6,350	2,068	5,971	23,986	114,933	166,234	
Civic	1,410	0	1,197	3,635	0	4,712	
Accord	4,946	2,068	4,774	20,351	114,933	161,522	
NISSAN	2,710	1,389	2,217	7,286	26,098	33,504	
NUMMI	3,000	1,900	3,000	12,731	39,139	192,688	
Corolla	110	0	110	0	0	110	
Nova	2,890	1,900	2,890	12,731	39,139	152,578	
VOLKSWAGEN	2,000	2,369	2,029	8,457	72,932	64,645	
Golf/GTI	2,000	2,369	2,029	8,457	72,932	64,645	
Jetta	0	0	0	0	0	0	
Total Cars, U.S.	159,339	173,796	148,790	639,199	6,397,262	6,078,279	
Total Cars, Canada	24,740	24,610	23,223	91,632	819,422	806,421	
N. American Cars	184,079	198,396	172,013	730,831	7,216,684	6,884,700	
N. American Trucks	82,565	94,009	91,115	383,418	3,348,472	3,429,553	
North American Cars and Trucks	266,644	292,405	263,128	1,114,249	10,565,156	10,314,253	
* - Revised estimates. ** - All Accidents are built for sale in Canada. Monthly estimates may contain error of one or two units due to rounding.							